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Agency Marketing Energized





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SuccessStorytelling



New Snip Ctrl+N

IN TODAY'S WORLD



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IN TODAY'S WORLD



WE ARE BOMBARDED BY MESSAGES.

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So easy ... even a caveman can do it



“From the Stone Age . . . to our digital age, stories are how we educate ourselves and understand our place in the world.

It is how we shape our values and behaviors, remember our past, and make our way into the future.”

Randy Rothenberg, president-CEO of the IAB



Lesson 1:

Storytelling can be a very simple way to convey your message and takes virtually zero resources.

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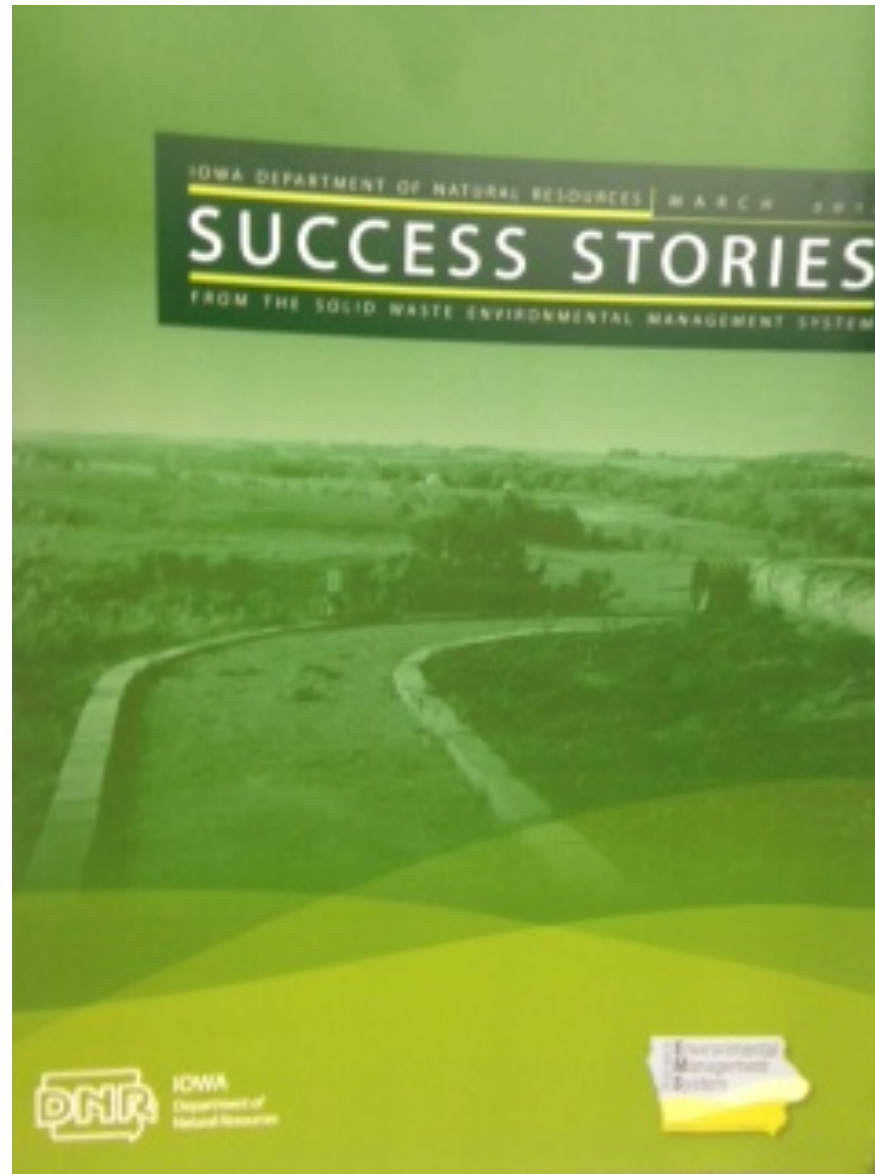


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Storytelling and Business Success: Internal Change Management

Study

Study of storytelling effectiveness. Studied 40 companies undergoing change management, such as Six Sigma, to change business processes. Various training methods reviewed, including storytelling, to measure effectiveness.

Results

- Most change programs are unsuccessful
- 58% of companies failed to meet targets
- 20% captured only 33% or less of what was expected
- 42% of the companies were successful in meeting their targets
- Those companies that employed storytelling techniques were more successful in reaching or exceeding targets



Lesson 2:

Storytelling positively influences organizational change and objective achievement.



Storytelling: Employee Engagement

- Xerox senior management considering a layoff of service techs
- Had too much time on their hands, chatting at coffee pot
- John Seely Brown, Xerox chief scientist, hired anthropologists to follow them around to see how they worked before pink slips
- Storytelling around the coffee pot was centered on innovative fixes to copy machines and sharing of these solutions with fellow techs
- The engineers' service manuals were used as door stops for service techs
- Those in the trenches were solving problems in the field that engineers couldn't solve
- Whole new way of doing business



Lesson 3:

Think outside the box, involve a cross-team of employees early in the process and always be listening for stories.

“People in the trenches are knowledgeable, communicators and innovators”
– John Seely Brown, former chief scientist of Xerox



Storytelling: Employee Idea Generation



Storytelling: Employee Idea Generation



Storytelling: Employee Idea Generation



Storytelling: Employee Idea Generation



Storytelling: Employee Idea Generation



Storytelling: Employee Idea Generation



Lesson 4:

Storytelling combined with brainstorming leads to idea generation and solutions.



Storytelling: Employee Idea Generation

- Do you think this team of idea-generators feels greater ownership and buy-in for this initiative?
- Do you think they are more engaged in their organization?
- Do you think they have shared their idea and the story behind their idea?





Lesson 5:

Storytelling is memorable,
leads to story sharing and
virality.



Internal Communications – The Power of Storytelling

- Fosters collaboration and teamwork
- Leads to idea generation more quickly
- Promotes knowledge sharing
- Sparks action
- Leads people into the future



Story Elements – The Power of Storytelling

- Stasis – Everyday life, introducing the setting and character
- Trigger – Something unpleasant beyond control of hero, sparks story plot
- Conflict – Villain enters, negatively surprises hero with problem and conflict, sparks story climax
- Resolution – Introduces a critical choice for the villain to change and return to a fresh stasis, where the villain is enlightened, wiser and ready to change



External Communications – Storytelling in Advertising



Story Elements – The Power of Storytelling

- Stasis – Everyday life, introducing the setting and character
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Message Development

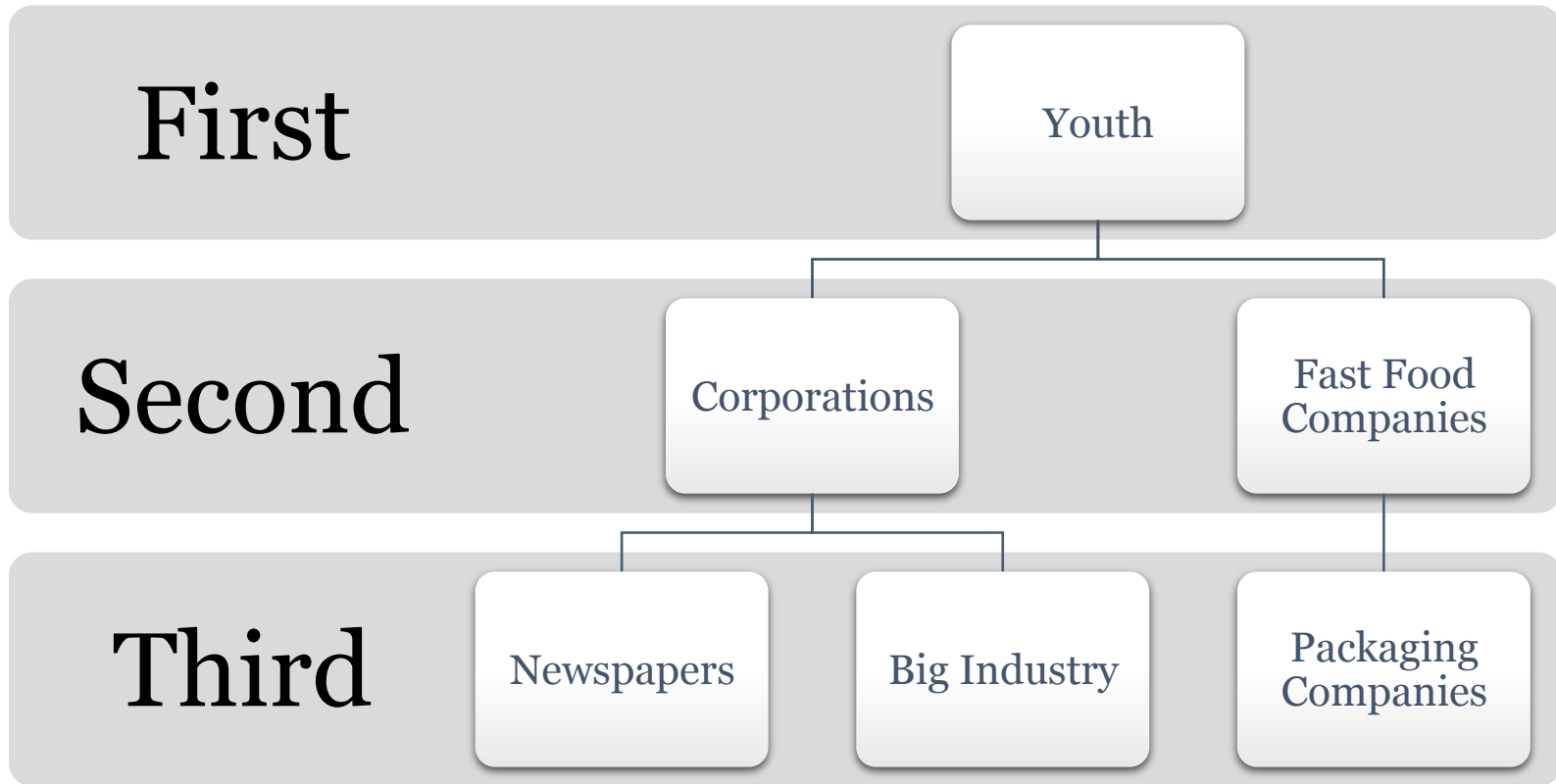


Message Development Steps


1. Target Audience Ranking
2. Perfect Profile
3. Moves Management of Marketing Analysis
4. Message Strategy/Ad Creation Form
5. Message Home Development
6. Brand Voice



Target Audience Rankings



Perfect Profile



Target Audience

Successful marketers can put themselves in the shoes of the target market. So what kind of shoes is your target market wearing?

Age: _____
Gender: _____

Where do they work?

What do they drive?


Fact about Target

Married?

Fact about Target

Prospect Profile

(name)



HH Income:

Likely to Shop:

What Motivates Target?

Hobbies/Activities

How Do They Think?

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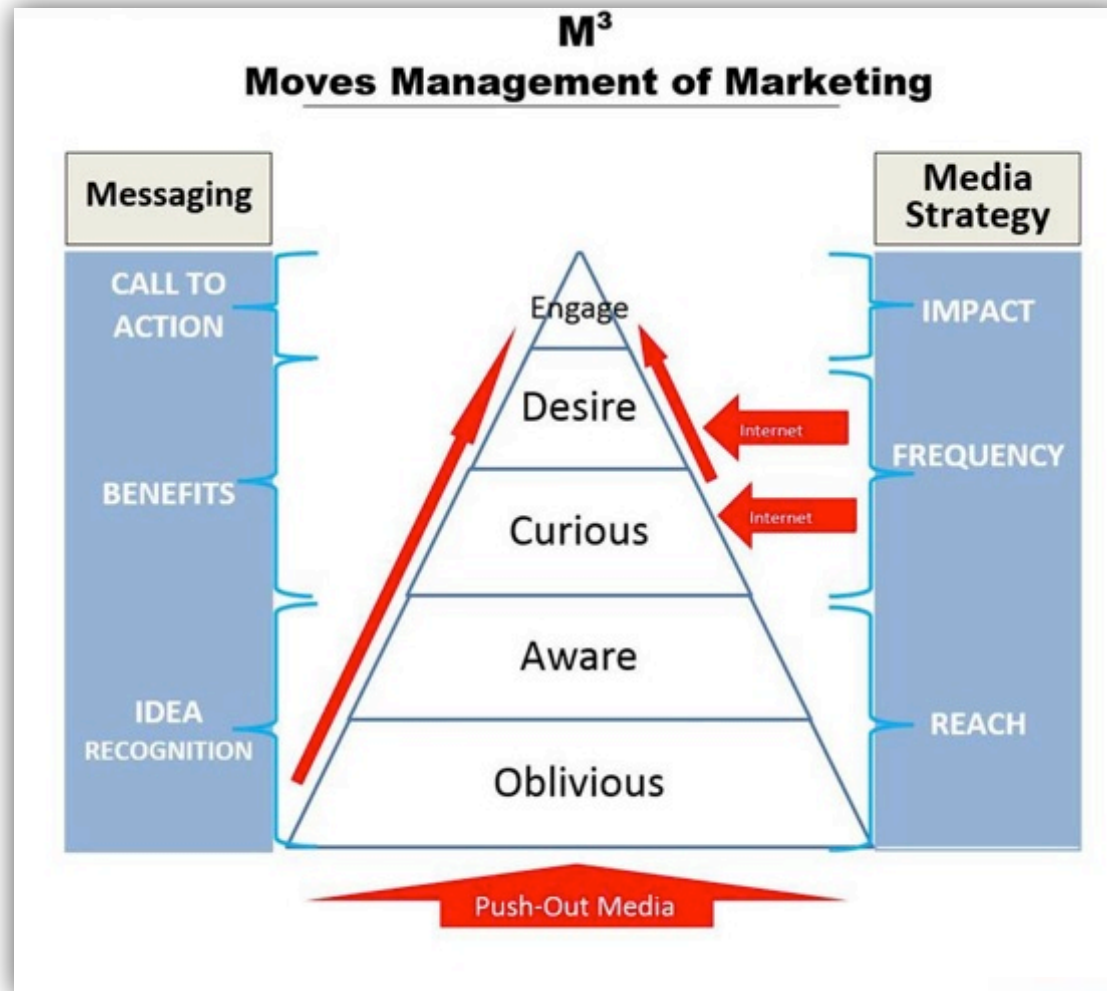
Perfect Profile



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Moves Management



Right Message. Right Time. Right Medium.

Click [here](#) to sign up for curbside recycling today – first month FREE

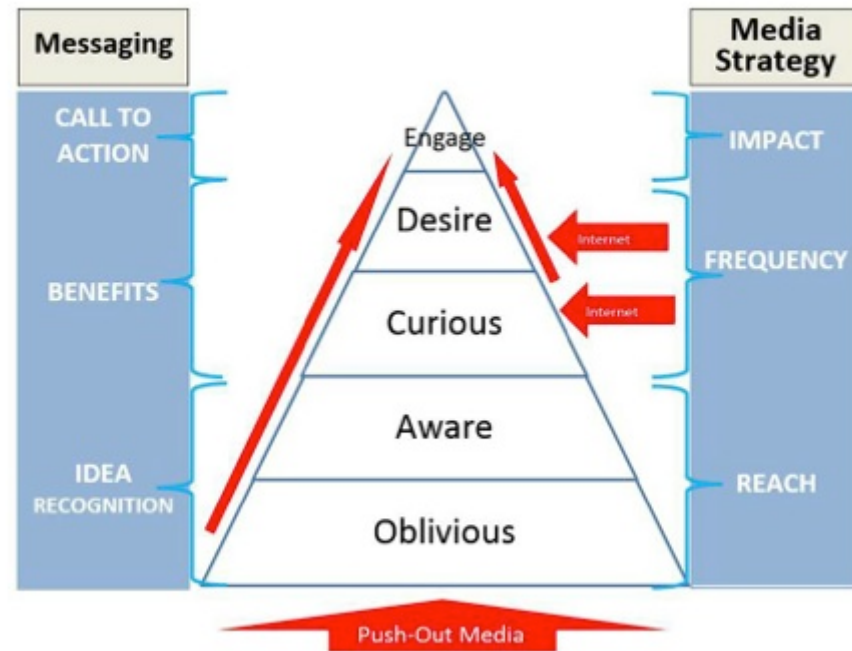
We have curbside recycling

We make recycling easy

You should recycle

Recycling is good for environment

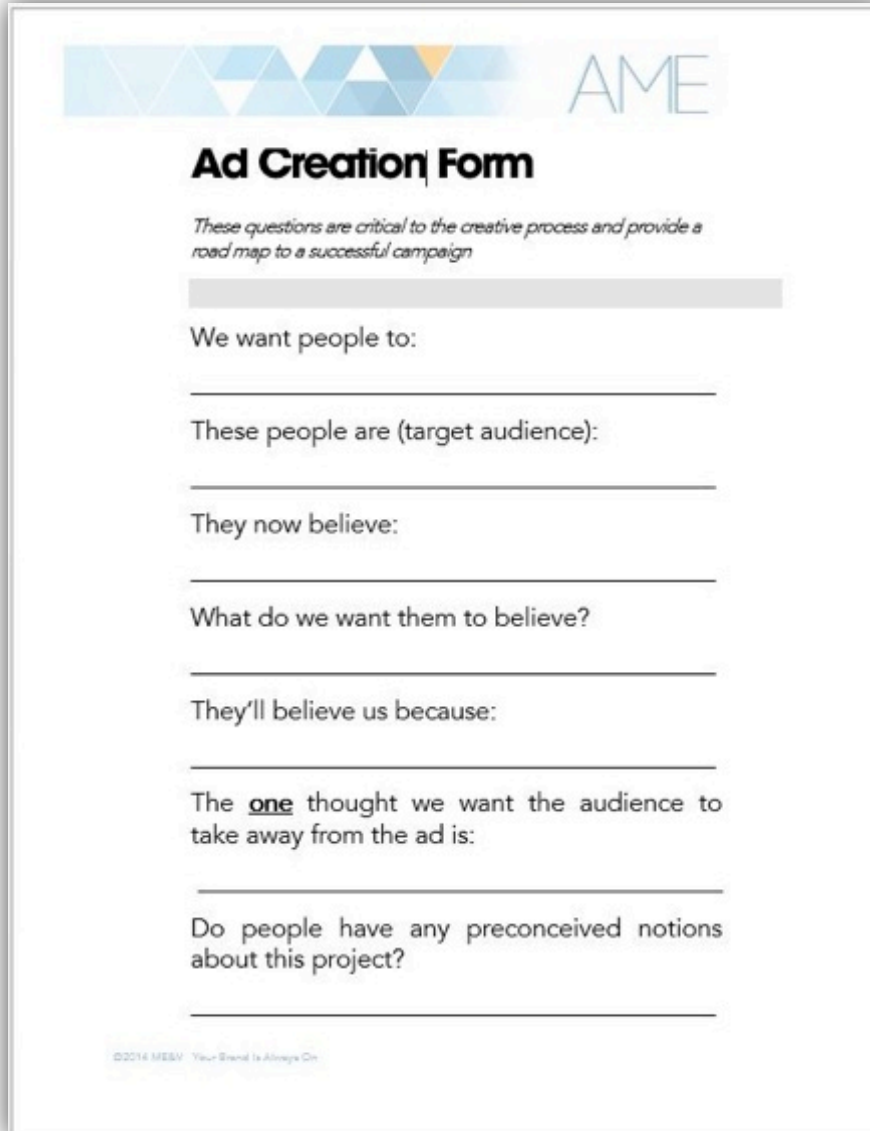
M³ Moves Management of Marketing



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Message Strategy: Ad Creation Form



Ad Creation Form

These questions are critical to the creative process and provide a road map to a successful campaign

We want people to:

These people are (target audience):

They now believe:

What do we want them to believe?

They'll believe us because:

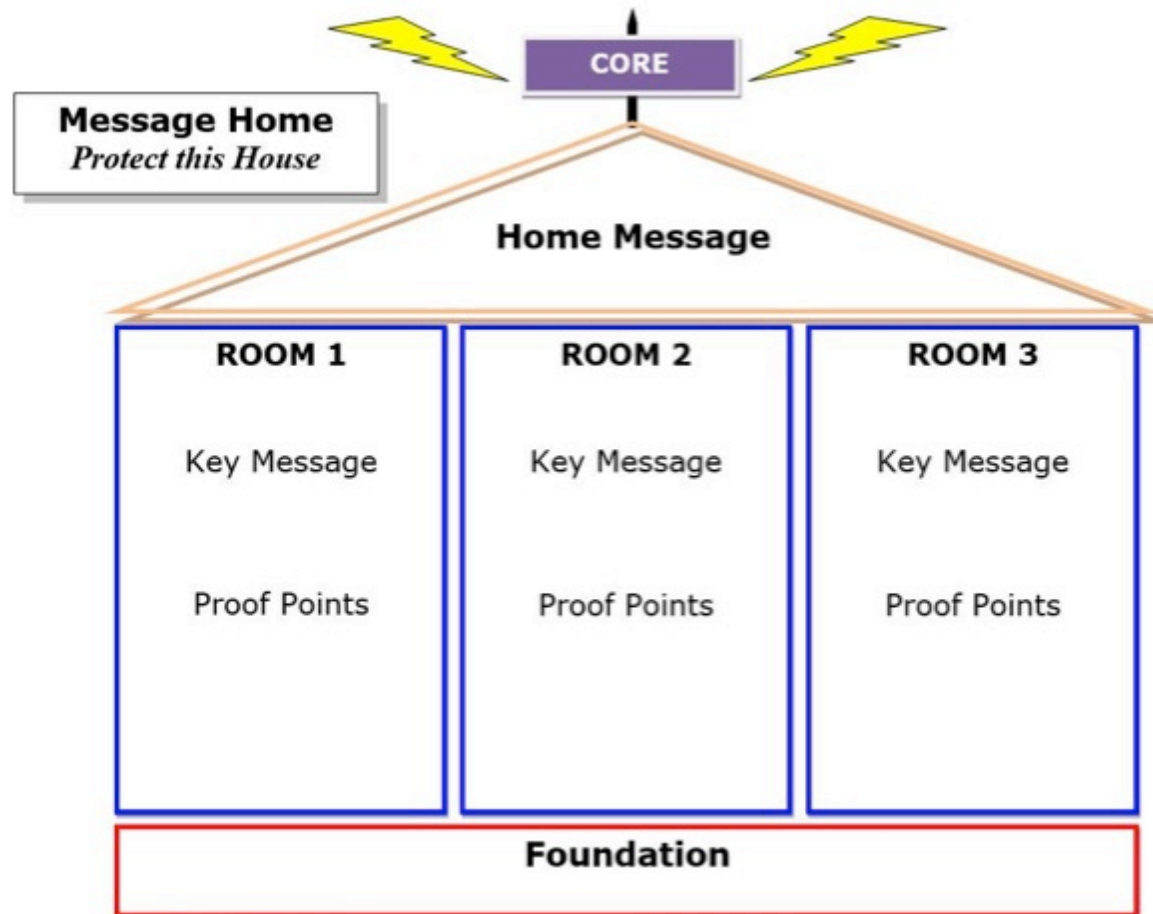
The **one** thought we want the audience to take away from the ad is:

Do people have any preconceived notions about this project?

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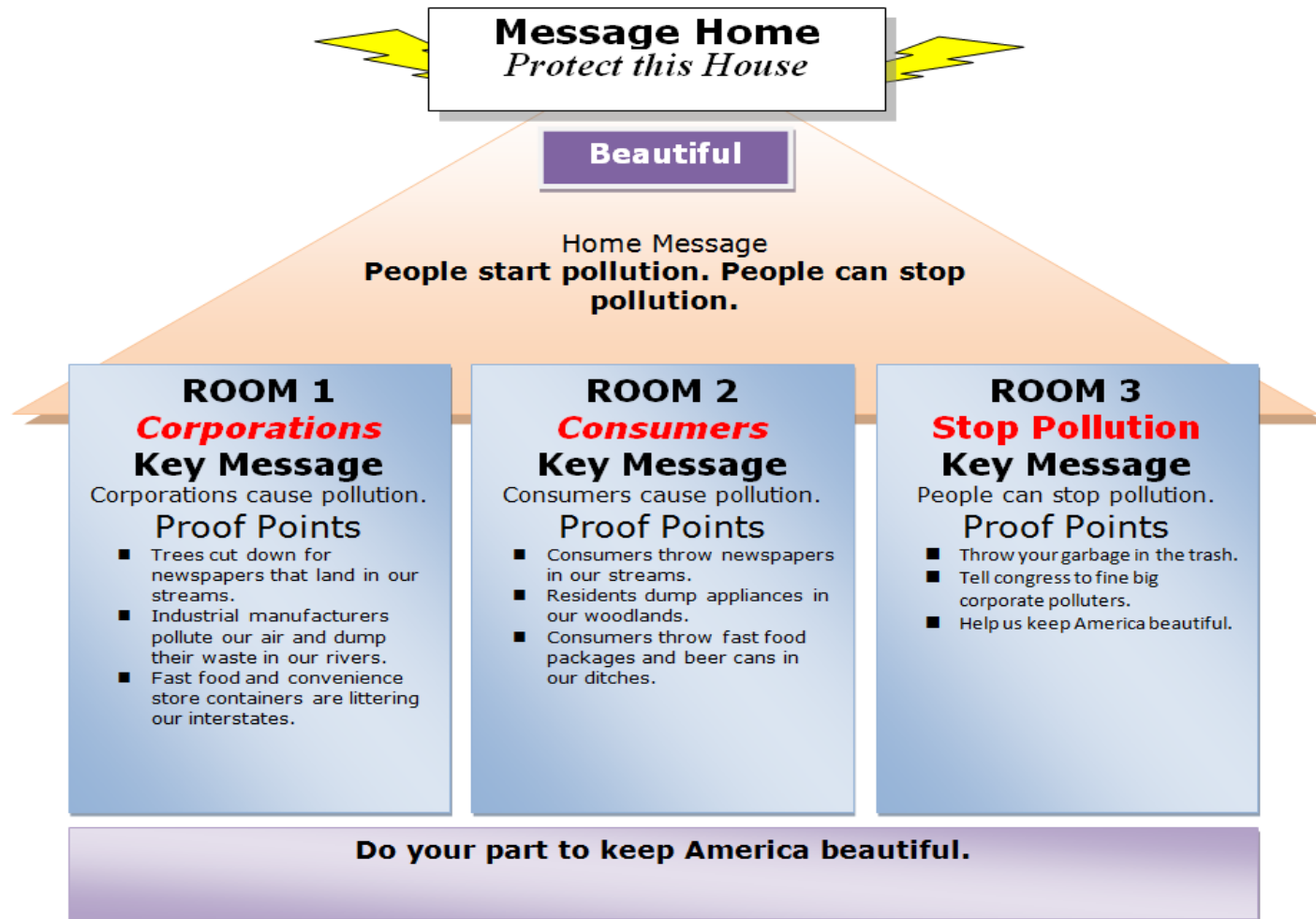
Message Home Development



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Message Home Development



Brand Voice

Brand Voice			
Character	Tone	Language	Purpose
Hero	Serious	Simple	Disrupt
Crusader	Disruptive	Direct	Shock
Warrior	Authoritative	Humbling	Change



Storytelling Channels

Organize a local TEDx event



Think of TEDx as hosting an awesome dinner party, with great food, inspirational videos, brilliant speakers and mind-blowing conversation. By organizing a TEDx event, you will have the opportunity to create a truly unique event that will unleash new ideas, inspire and inform.



Storytelling Channels



Storytelling Channels

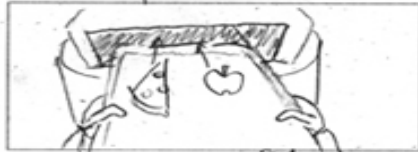


Storytelling Channels

FLOOR MOVING



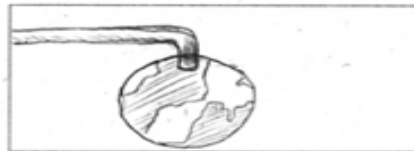
Scene opens with Amie carrying tray. Food slides onto tray from all angles until it is ridiculously full.



Cut to shot of dumping trash into wastebasket. Many items remain untouched.



PAN
>>>>>



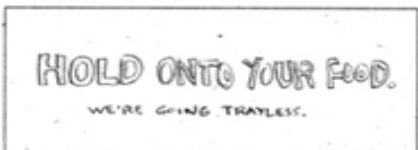
Pipe sucks up the Earth's water.



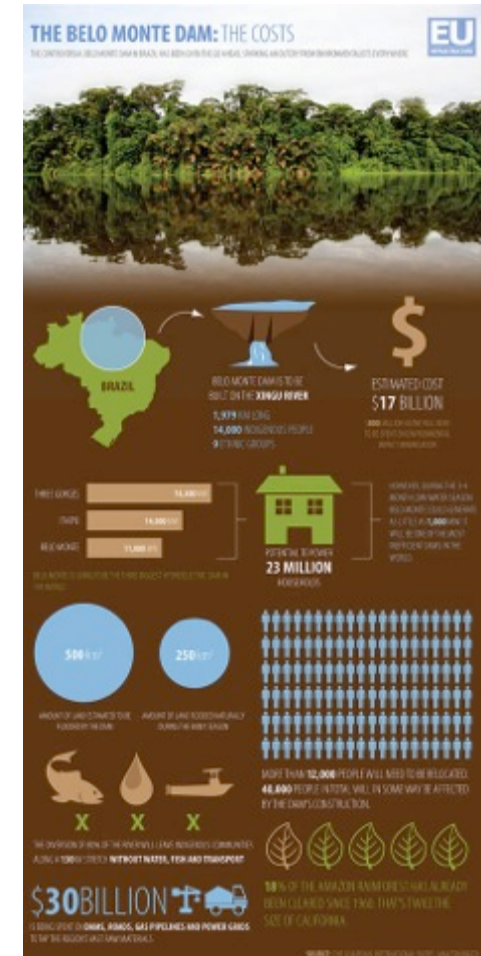
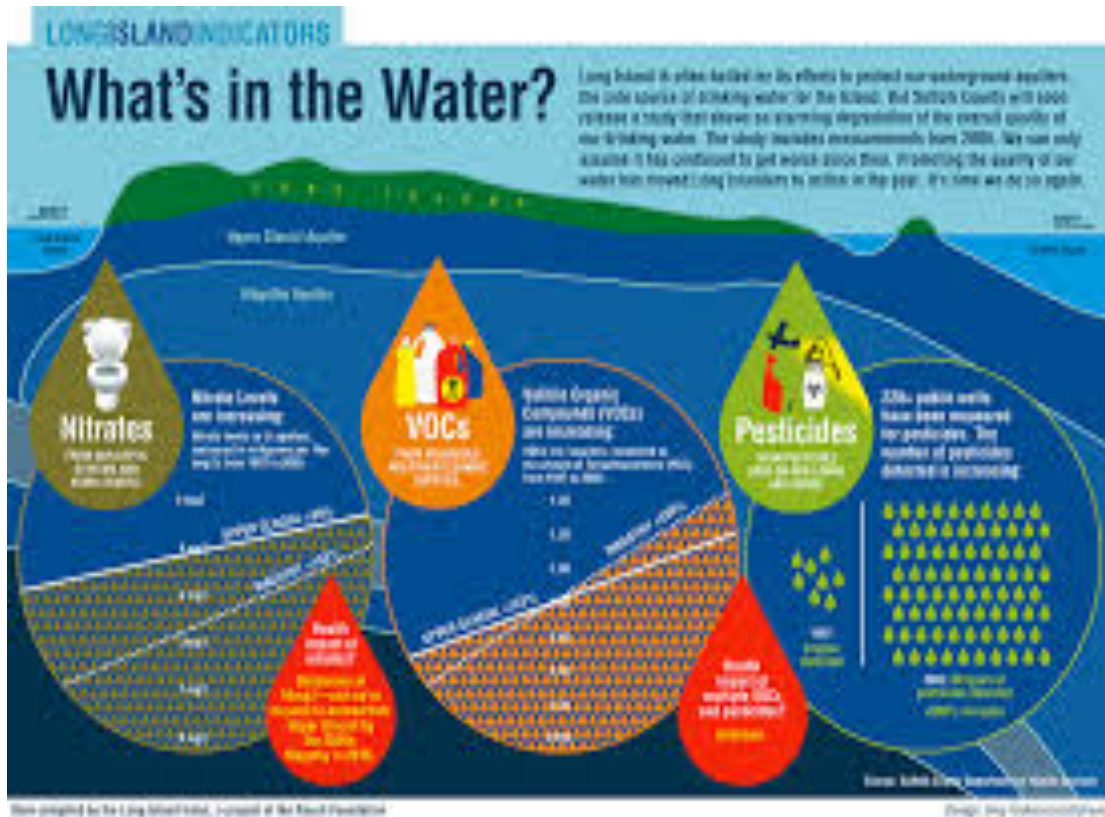
Using water as transition over text



Carrying plate



Storytelling Channels



Storytelling Channels



Questions?

Work Time (during workshop and back home with team):

- How can you engage employees across the entire organization in your EMS program?
- What new ways can you share your EMS program successes with employees, your board and the general public?
- What unique storytelling channels can you incorporate in your EMS programs?

